

If you're a land-owner, how can you obtain trees for planting?
If you're interested in Ontario's forests, how can you identify the dozens of species?
How can trees cut heating costs, or cool your home in summer?
How do you manage a woodlot to attract wildlife?

Answers to these and other questions can be found in the publications listed below. Please tick the appropriate publication required.

- The Planting of Hardwood Trees and Shrubs ☐
- Woodlot Improvement ☐
- Care and Planting of Forest Trees ☐
- Private Land Forestry Service ☐
- Planning for Tree Planting ☐
- Common Pests of Evergreen Trees in Ontario ☐
- Forest Tree Grower's Calendar ☐
- Shrubs for Wildlife ☐
- The Forest Trees of Ontario 75¢ ☐
- Plantation Management 50¢ ☐

Mr/Mrs/Miss/Ms

Address

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Cheques for priced publications should be made payable to The Treasurer of Ontario. Mail orders to: Public Service Centre, Ontario Ministry of Natural Resources, Whitney Block, 99 Wellesley St. W., Toronto M7A 1W3.



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**NEXT TIME
YOU'RE
SHOPPING...**



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OF TORONTO



Ministry of
Natural
Resources

Hon. James A. C. Auld
Minister

Dr. J. K. Reynolds
Deputy Minister

NEXT TIME YOU'RE SHOPPING

PICK UP

A TREE

Everyone knows our forests make furniture. Some people know they make newsprint (one average black spruce tree can produce about 101 copies of a 42-page newspaper).

But not too many people know that turpentine comes from trees and goes into floor polish, or that lignin goes into garbage bags and ice-cream, or that spruce gum makes that chewy stuff that kids love, or that dad's cigarettes have cellulose filters and your favorite record is made from plastics derived from pulpwood.

Paints, camera film, sausage skins, sponges, antifreeze, hairbrushes, ammunition, bedsheets, cosmetics and perfumes, cups, lampshades, spoons and adhesive bandages. Those are just a few surprising products from trees.

Then come the others: cardboard containers, book paper, construction lumber, plywood sheets, particle board, flooring material, fuelwood, pilings and telephone poles, shingles, toilet tissue, wood sills, alcohol, pencils, mining timbers, caskets, musical instruments, sporting goods, boats, baskets, matches, toothpicks, paper bags and wrapping paper.

There's more, of course, and more are being developed every day.

The truth is, few other natural resources contribute more to our comfort and welfare than trees. Isn't it good to know almost all of them belong to you?



Then there are the other wonderful things your trees provide: food and shelter for birds and animals, trails, parks, campsites, hunting grounds, cool shade for trout streams and much more. Trees prevent erosion of soil on the banks of rivers and lakes—protecting our watersheds and reducing flood threats. They help soil retain moisture and productivity. Trees keep us cooler in summer; on a hot summer day a large tree transpires up to 100 gallons of water, cooling the air (the cooling effect produced by one large tree may be equal to that of five or more room-sized air conditioners).

Trees provide wind protection, act as sound-barriers to highway and other noises, help filter out dust particles from the air, consume carbon dioxide and produce oxygen.

How can you even begin to put a price tag on those benefits?

Quite simply, our trees are important. That's why you can find Ministry of Natural Resources staff across Ontario working hard to ensure those forests are being used wisely, protected and nurtured for the future. Through good management, we can have our cake and eat it too. We can provide for recreation, wildlife habitat, erosion control—and for the production of timber and raw material.

After all, trees—like corn—are a renewable crop.

That's right. In Ontario, almost all the forested land (91 per cent of the province) belongs to the Crown... the public... you. That's an area half the size of Europe's forest area, not counting Russia. Of that, almost 105 million acres—nearly half—is productive forest capable of growing continuous crops of trees.

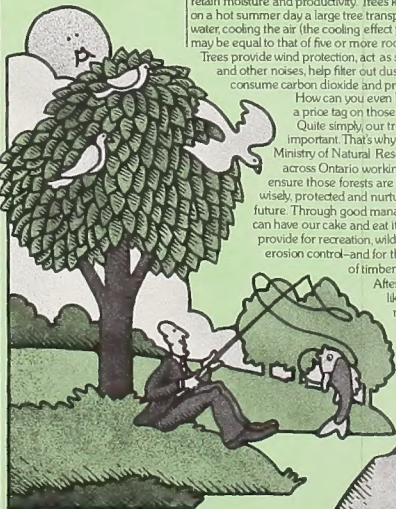
Those forests of yours are productive in lots of ways. Last year they provided industry with a wealth of raw material—560 million cubic feet of wood, to be exact. If that amount was stacked in four foot lengths, four feet high, the pile would stretch back and forth across Canada three times!

From that harvest—carefully regulated by the Ontario Ministry of Natural Resources—the province received more than \$32 million in revenue.

And those trees were put to good use. The Ontario forest industry used them to produce approximately \$3.5 billion worth of goods. Of this amount, \$860 million were export dollars coming in fresh to our economy from outside the country.

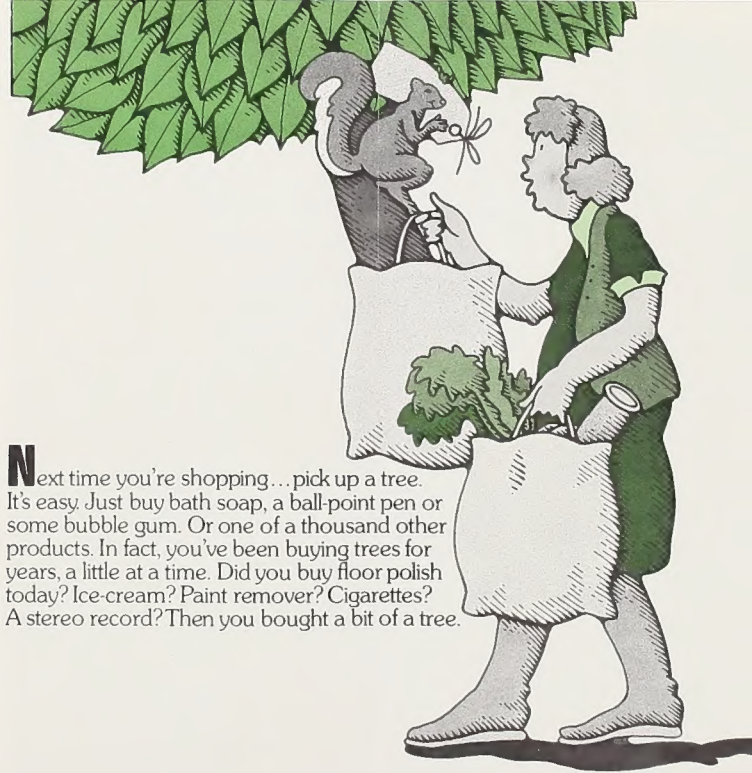
Those trees also provided jobs. More than 160,000 people in Ontario were employed either directly or indirectly in the forest product industries, not just in the north, but in the south as well. Without that activity, many of our communities would be ghost towns.

In fact, our whole economy would suffer terribly. Eight cents out of every dollar circulating within our provincial economy comes from the efforts of the industries that depend on your forests.



They grow and mature, can be harvested... and will grow again. Part of our job is to see that cycle is not interrupted and our forests are improved. By doing this, Ontario's forests will keep on providing ball-point pens, floor polish, furniture, lumber and the hundreds of other products we enjoy, while helping provide jobs and a strong economy.





Next time you're shopping...pick up a tree. It's easy. Just buy bath soap, a ball-point pen or some bubble gum. Or one of a thousand other products. In fact, you've been buying trees for years, a little at a time. Did you buy floor polish today? Ice-cream? Paint remover? Cigarettes? A stereo record? Then you bought a bit of a tree.